POSTER DESIGN CRASH COURSE

FOR ADELAIDE FRINGE ARTISTS

A GUIDE BY | concrete creative

hey, hi, hello

I'M ALANA NAYLOR

GRAPHIC DESIGNER, DIGITAL ILLUSTRATOR
& THE 2023 FRINGE POSTER WINNER

the creative crash course

Overview

part one

THE CONCRETE

PRINCIPLES OF DESIGN

DESIGNING TO SELL

part two

THE CREATIVE

YOUR KEY VISUAL

THE POWER OF TYPE

IMPACT OF COLOUR

SOURCING IMAGERY

part three

THE PRACTICE

CREATE A POSTER IN CANVA

ROLL OUT YOUR PROMO

part one

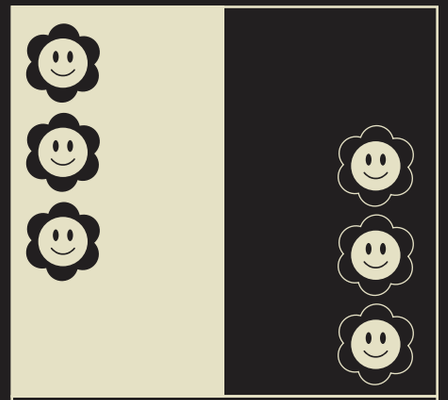
THE CONCRETE

the five basic

Principles of Design

THE FIVE BASIC PRINCIPLES OF DESIGN

1. ALIGNMENT



2. REPETITION

3. CONTRAST

4. HIERARCHY

5. BALANCE

PRINCIPLE 1

ALIGNMENT

ALIGNMENT ALLOWS OUR EYES TO SEE ORDER.

» Guides your audience to quickly and easily read your content

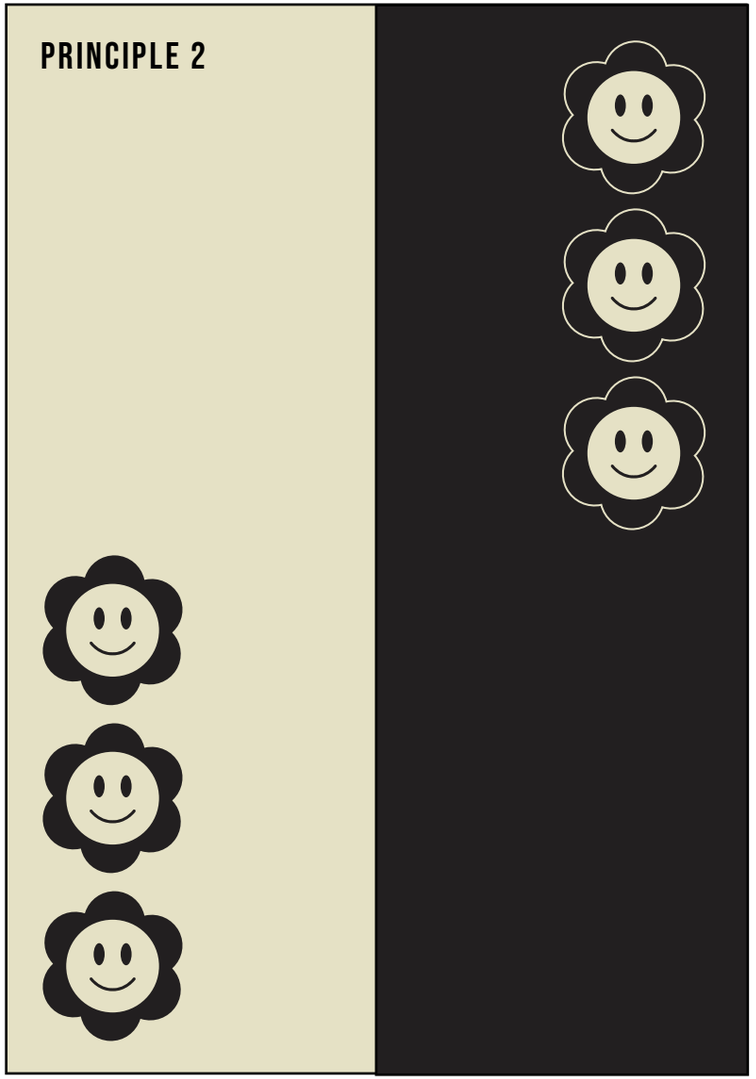
» Tightens a design and eliminates the messy effect which comes from random placement of items

» Provides an invisible connection for elements that are not placed close together, communicating the idea that they belong to the same piece

MACALISTER
BREWING
COMPANY
PRESENTS
Busty
BINGO
5TH
AUGUST
6:30PM
START
$20
ENTRY
MACALISTER
BREWING Co

havin' a time
REUNION 2012
THE WICKED MEMORIAL
VARIETY
SHOW
AUGUST 11, 2012
MILE ONE CENTRE
Featuring
HEY ROSETTA!
THE WONDERFUL GRAND BAND
Special Performances by
AMELIA CURRAN
BARRY CANNING
ANDREW JAMES O'BRIEN
JONNY HARRIS
Hosted by
MARK O'BRIEN
Doors open 7pm
Concert starts 8pm
19 or older
Tickets $60
reunion.mun.ca
MEMORIAL UNIVERSITY
ST. JOHN'S
Steele
tc
POWER

ANK'RAGE
COMPAGNIE DE DANSE
CONTEMPORAINE DU CENTRE AB13
GUILLAUME DONABEDIAN
14
OCT
20H30
Première Partie du Collectif AB13
Théâtre LE CADRAN
Chemin du stade | 13820 | Ensuès La Redonne
Tarif: 15,00 €
Places numérotées
Email: centreab13@gmail.com
Tel: 06 21 87 31 68
IBT

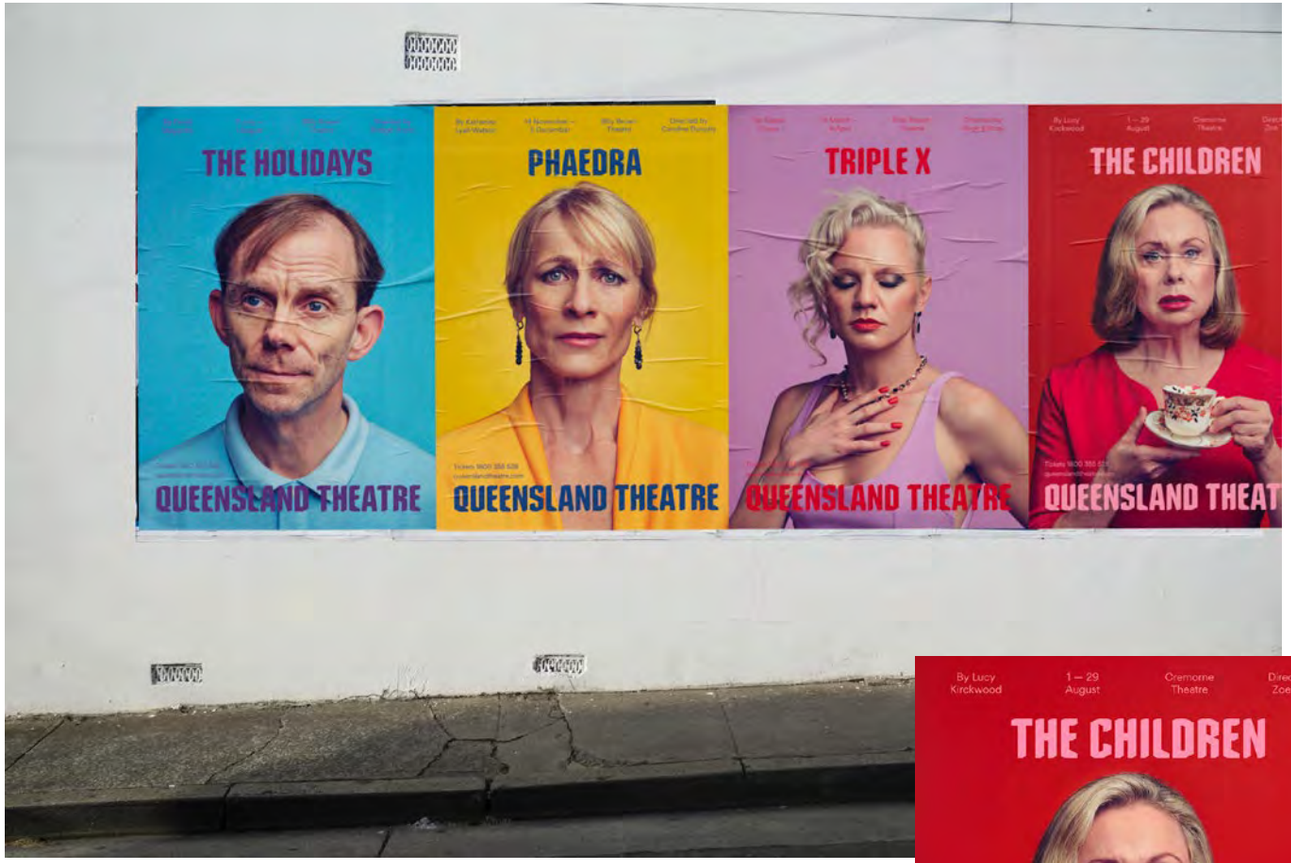


REPETITION

REPETITION CREATES COHESION, CONSISTENCY, FAMILIARITY AND IDENTITY.

- Involves the consistent use of design elements such as fonts, colours, symbols, shapes or images
- Helps readers identify that separate things belong together
- Simplifies a design, and creates a harmonious visual experience
- An important factor, not just in one individual design, but across all pieces marketing collateral

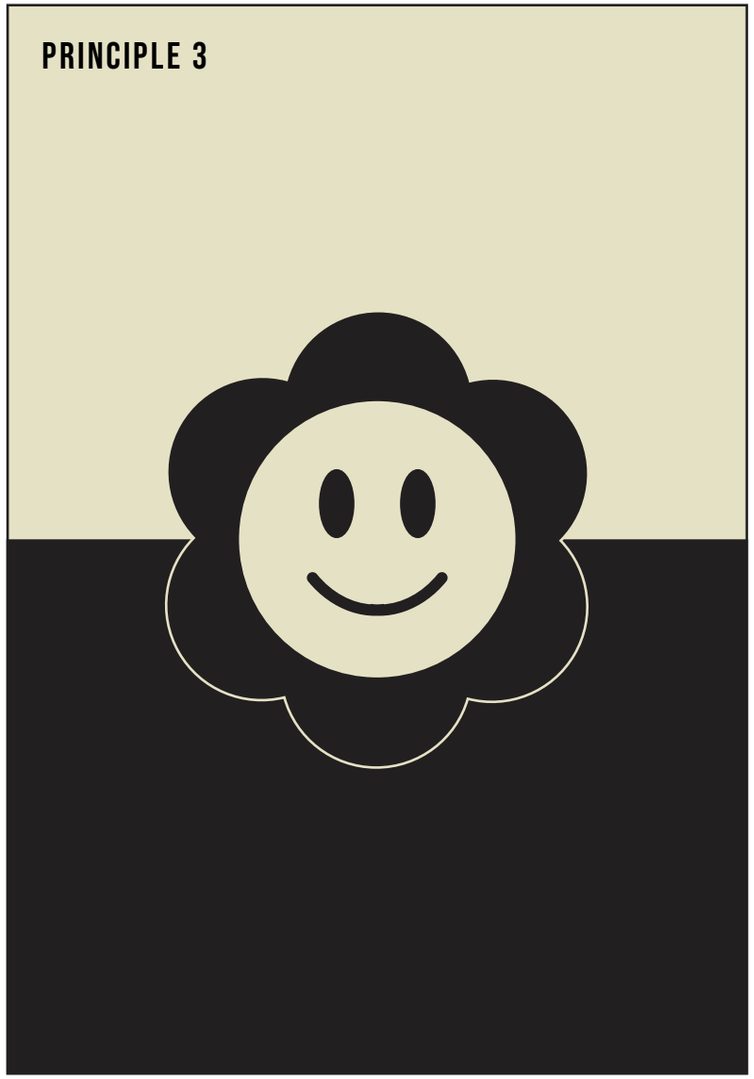
CARMA
CAIRNS CARMA FESTIVAL
Together in Diversity
23 SEP. 2023 | SATURDAY
FOGARTY PARK
11AM - 9.30PM
Cultural Food Stalls
Entertainment
Children's Activities
and more ...
FREE event for everyone
for more information contact us by email address - carmaeventcoordinator@gmail.com
or call us on mobile phone no 0449 101 024 Kesa Sitahy


THE HOLIDAYS
QUEENSLAND THEATRE
PHAEDRA
QUEENSLAND THEATRE
TRIPLE X
QUEENSLAND THEATRE
THE CHILDREN
QUEENSLAND THEAT

By Lucy Kirckwood
1 – 29 August
Cremorne Theatre
Directed by Zoe Tuffin
THE CHILDREN
Tickets 1800 355 528
queenslandtheatre.com
QUEENSLAND THEATRE

By Lucy Kirckwood
1 – 29 August
Cremorne Theatre
Directed by Zoe Tuffin
THE CHILDREN
Tickets 1800 355 528
queenslandtheatre.com
QUEENSLAND THEATRE

2020
50 Seasons of Stories
WHAT'S OUR RESPONSIBILITY TO THE FUTURE?
Tickets 1800 355 528
QUEENSLAND THEATRE



CONTRAST

CONTRAST CREATES EMPHASIS AND IMPACT.

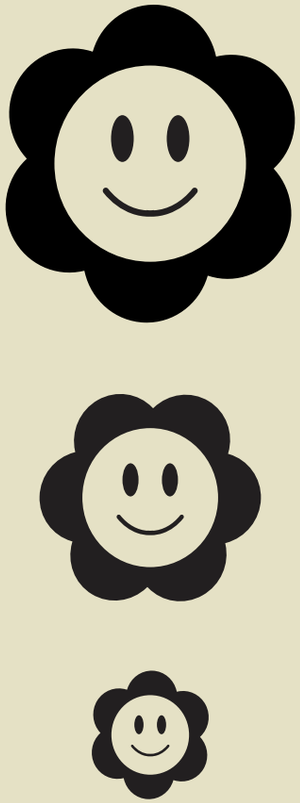
- Involves two elements, that are complete opposites; think big/small, light/dark, horizontal/vertical modern/traditional fonts, cool/warm colours
- Attracts attention by adding drama
- Helps guide the reader on where to look first
- To be effective, it must be strong and obvious

Forrest Beach Progress Association Presents
CAROLS BY CANDLELIGHT
FRIDAY 9TH DECEMBER
PROGRESS PARK
5:30 PM
BALLOON ARTIST
GLITTER TATTOOS
FUN AND GAMES
FIREWORKS
FOOD AND DRINK AVAILABLE
PRIZE FOR BEST DRESSED
CHRISTMAS OUTFIT
With special visit from SANTA
BYO CHAIRS

1er Festival de Teatro
Musical Español
13–16 OCT
#festeme2022
festeme
Allá bajo
las Raíces
15 OCT 2022
festeme
1er Festival de Teatro
Musical Español
FESTEME'22 se presenta como el
nivel nacional que celebra y fomen
producciones originales de teatro
Su primera edición tendrá lugar
Córdoba durante el mes de octubr
tersección y plataforma para artist
de teatro, música, danza, literatura,
qué un festival es un movimiento d
tiva, colaborativa y multidisciplinar
novación artística.
festeme

Summer
Architectural
Structures
27.08 — 06.09.13
Monterey • Barcelona
Sustainable
Designs for
Warm Environments
27.08 — 08.30 PM

PRINCIPLE 4

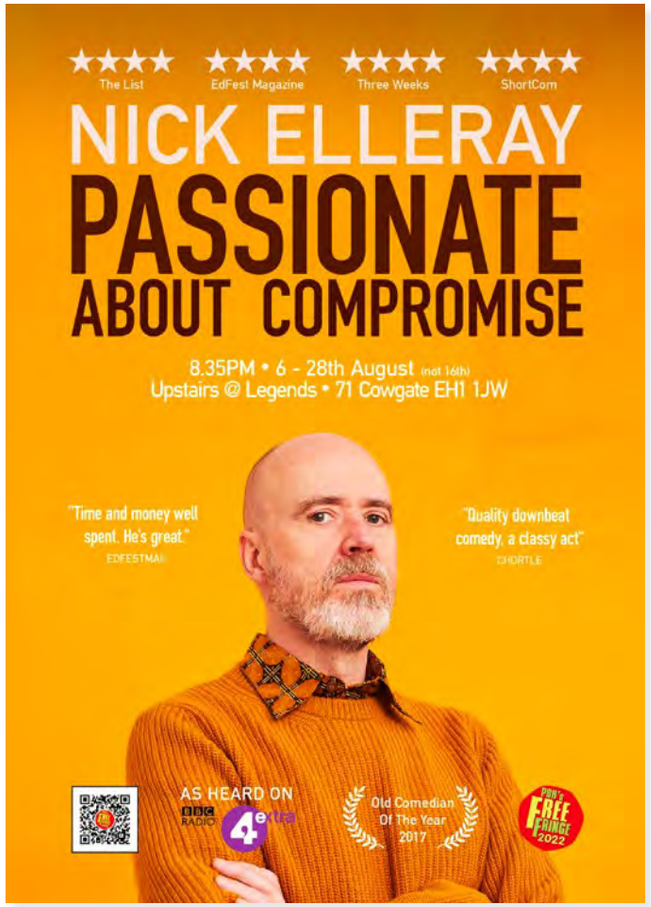


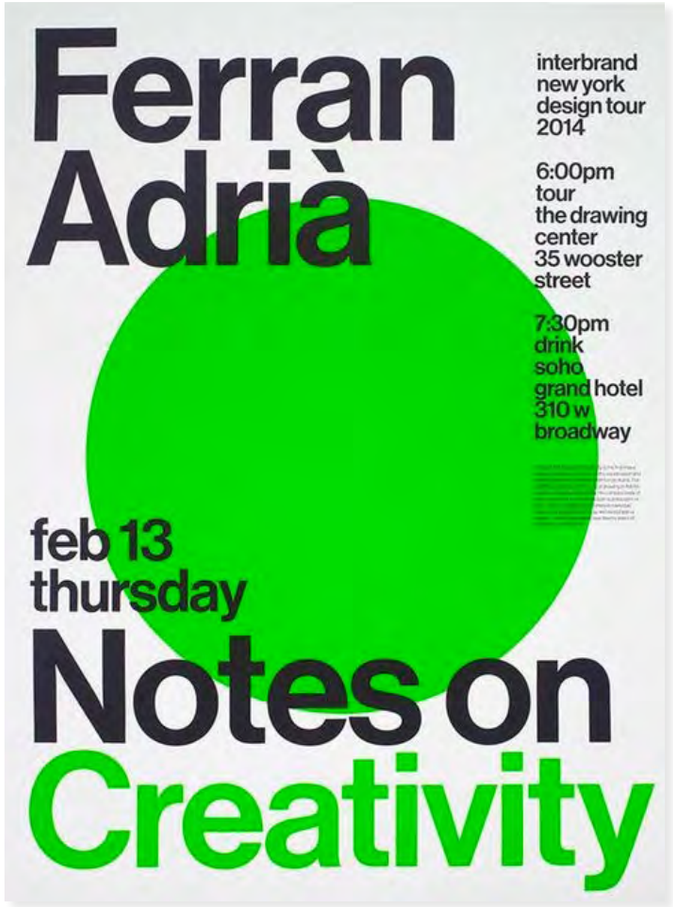
HIERARCHY

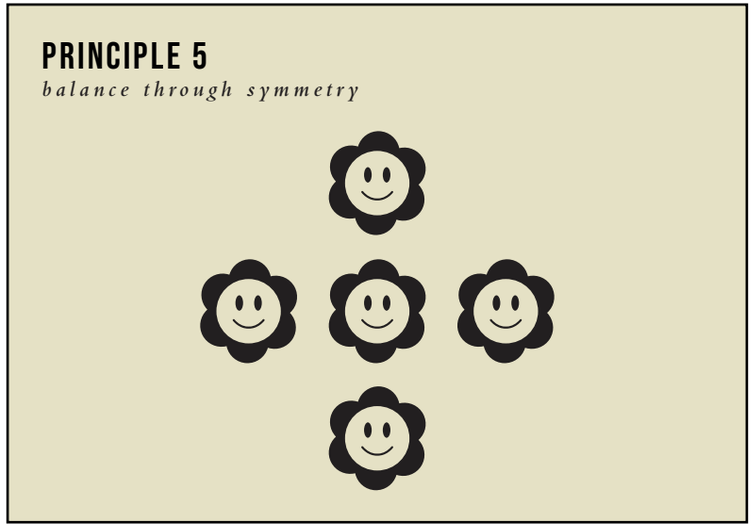
HIERARCHY CREATES VISUAL ORGANISATION

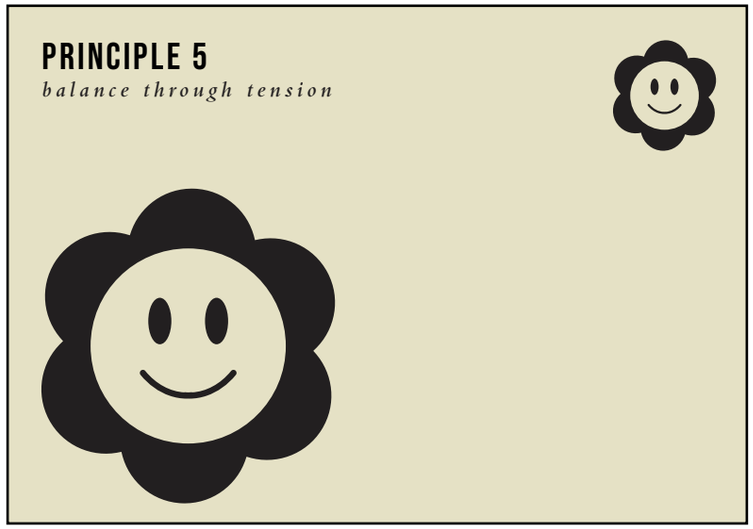
- Gives the reader an idea of where to begin and finish reading
- Each element in a design is ranked depending on it's importance
- Hierarchy is achieved through position, size, contrast, colour etc
- If everything is " very important" nothing will stand out

Health, Happiness & Harmony
EXPO
9am-
3pm
Sun 29th Aug
Merrilands Hall
ATHERTON
Health and Wellbeing
Exhibits, Products
and Services
The Tai Chi Qigong
Experience
Free sessions all day!
Be involved:
markets@connectmagazine.org
whAt's On
& WHERE TO GO
Connect
Magazine
QUANTUM
HEALINGZ
SHAUNS


★★★★ The List
★★★★ EdFest Magazine
★★★★ Three Weeks
★★★★ ShortCom
NICK ELLERAY
PASSIONATE ABOUT COMPROMISE
8.35PM • 6 - 28th August (not 16th)
Upstairs @ Legends • 71 Cowgate EH1 1JW
"Time and money well spent. He's great."
EDFESTMAG
"Quality downbeat comedy, a classy act"
CHORTLE
AS HEARD ON BBC RADIO 4 extra
Old Comedian Of The Year 2017
PBW's FREE FRINGE 2022


Ferran Adrià
interbrand new york design tour 2014
6:00pm tour the drawing center 35 wooster street
7:30pm drink soho grand hotel 310 w broadway
feb 13 thursday
Notes on Creativity





BALANCE

PROVIDES STRUCTURE; EITHER THROUGH SYMMETRY OR TENSION

Balance through Symmetry

» Weight of all elements is even across the page

» Harmonious and traditional

» At times may feel boring

Balance through Tension

» Majority of weight is kept to one area, with minimal weight placed opposite it

» Makes use of white space

» Has a dynamic and bold feel

Queensland Country
Women's Association
QCWA MARKETS
25th November 2023,
8am - 1pm
Senior Citizen's Hall
Corner Lily St, Owen St & McGowan Dr
INNISFAIL
Support your local community!
Fundraising for the Far Northern Division Crisis Fund
Supporting community members in need
Call 0408 645 155 for more information

BALANCE THROUGH SYMMETRY

BALANCE THROUGH TENSION

how to design
A Promotion that Sells

An *effective* promotion is:

DISTINCTIVE

CONVENIENT

CONSISTENT

ROUGE

ROUGE

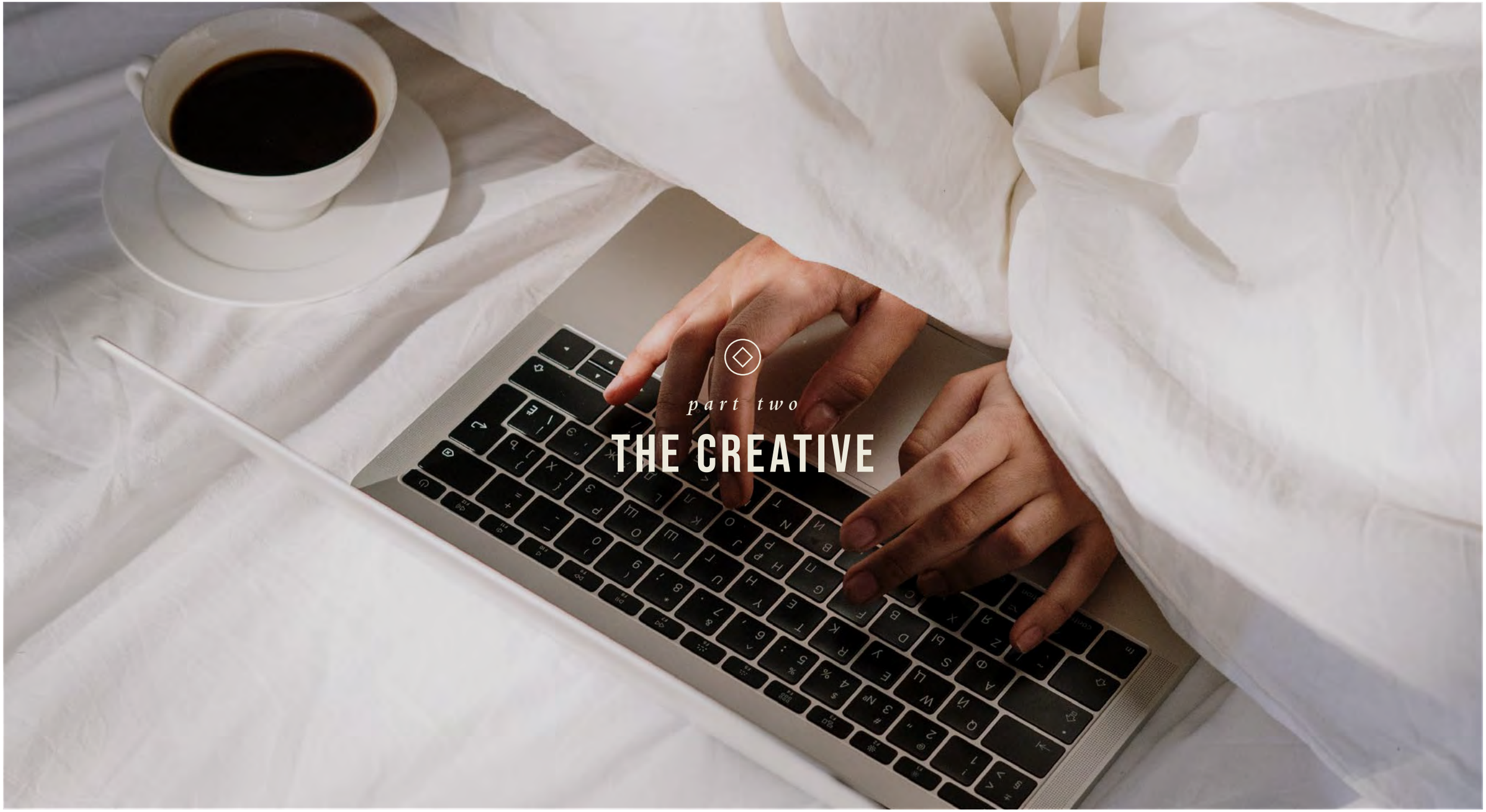
PRESENTED BY HIGHWIRE ENTERTAINMENT & GLUTTONY • VIC • $35–$62 • CABARET (**MA15+**) 70MIN

All the spectacle of a circus with a deliciously deviant, adults-only twist – ROUGE is a mind bending blend of death-defying acrobatics, grandiose cabaret and deeply twisted burlesque. A titillating celebration of astonishing proportions that's surprising, subversive and supremely sexy. Winner of Best Circus 2020 Adelaide Fringe, Rouge is back!

Gluttony – Rymill Park – The Moa

17–19, 21–26, 28 Feb, 1–5, 7–12, 14–19 Mar at 8:20PM

	M	T	W	T	F	S	S	M	T	W	T	F	S	S
FEB – MAR	27	28	1	2	3	4	5	6	7	8	9	10	11	12
	13	14	15	16	17	18	19	20	21	22	23	24	25	26


part two
THE CREATIVE

ROVE
McMANUS
Awesome Sauce

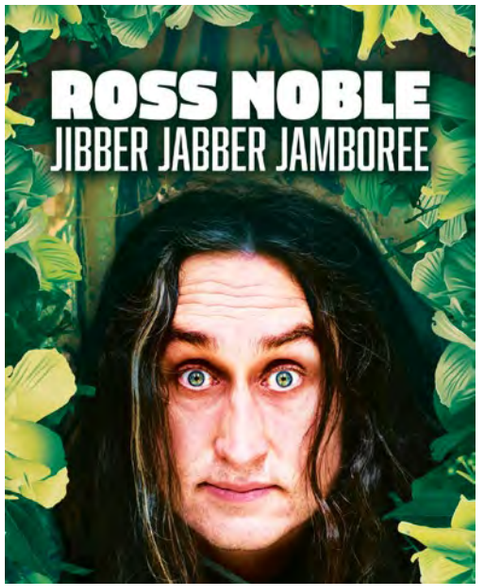
Tattle Tales
Immersive Tarot Storytelling
Saturday 15
Storytellers Distillery @ The Mortlock

THE ALPHABET OF
AWESOME
SCIENCE
A
Z

ROUGE

THE REJUVENATORS

CIRCUS
WONDERLAND
A Neverland Adventure

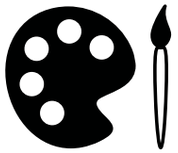

ROSS NOBLE
JIBBER JABBER JAMBOREE

WEREWOLVES

the essential design components for

Your Key Visual

FONTS



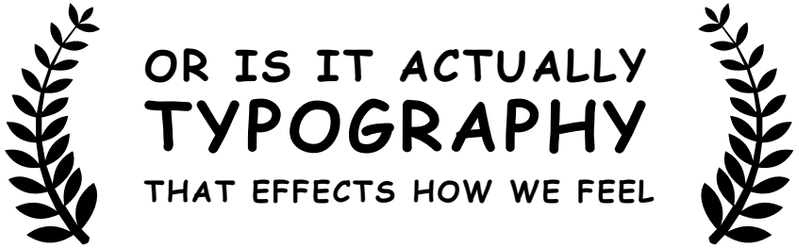
COLOUR

IMAGERY

The Power of Type

You will always be mine

YOU WILL ALWAYS BE MINE



FONTS ARE DEFINED AS EITHER

Serifs

or

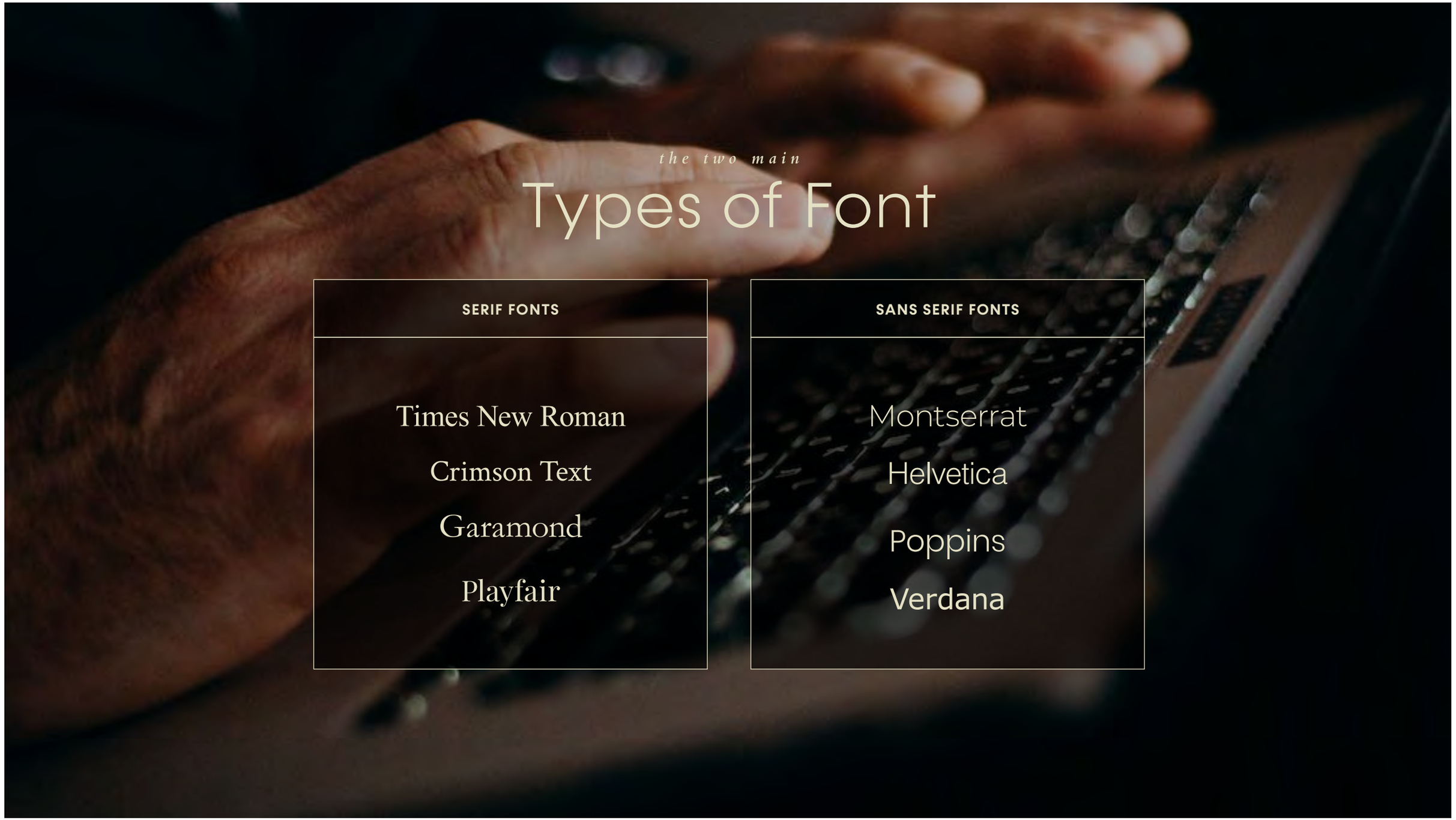
Sans-Serifs

THEY CAN THEN BE FURTHER CATEGORISED BY THEIR STYLE

Script

DISPLAY

Handmade



the two main

Types of Font

SERIF FONTS	SANS SERIF FONTS
Times New Roman	Montserrat
Crimson Text	Helvetica
Garamond	Poppins
Playfair	Verdana

SCRIPT FONTS	DISPLAY FONTS	HANDMADE FONTS
Petit Formal	Anton	Permanent Marker
Rouge	Press Start 2P	Indie Flower
League	Poiret One	Blackstone
Sacramento	Bohemian Typewriter	Miss Kindergarten

OTHER CONSIDERATIONS

TRANSFORMATION	UPPERCASE	vs.	lowercase
WEIGHT	**HEAVY & BOLD**	vs.	LIGHT & THIN
SHAPE	SHARP	vs.	**Rounded**
WIDTH	CONDENSED	vs.	**EXTENDED**
KERNING	tight	vs.	l o o s e

How do you want
your audience to feel?
VIEW ADJECTIVES INSPIRATION LIST →

There is a parallel between what we experience in the physical world and how we interpret type.

WE SEE
Round Curves,
Soft Edges

WE THINK
Friendly, Welcoming,
Calming

Welcoming and Friendly

WE SEE
Harsh Angles,
Sharp Edges

WE THINK
Impactful, Strong,
Challenging, Rebellious

IMPACTFUL AND STRONG

WE SEE
Angled, Italic,
Compressed

WE THINK
Energetic, Dynamic,
Engaging, Exciting, Direct

Dyanmic, and Energised

WE SEE
Serif, Detailed,
hand-crafted, organic

WE THINK
Traditional, Luxurious,
Artisanal, Romantic

Classic and Elegant

WE SEE
Sans Serif, Minimalist
Geometric

WE THINK
Modern, Innovative,
Professional, Progressive

Modern and Innovative

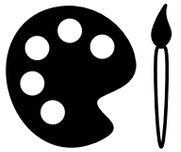
The Impact of Colour

colour

PSYCHOLOGY

colour

THEORY



how to build your

COLOUR PALETTE

the basics of

Colour Psycology

BLUE

- INTELLIGENCE
- COMMUNICATION
- TRUST
- EFFICIENCY
- SERENITY
- LOGIC
- COOLNESS
- REFLECTION
- CALM

GREEN

- HARMONY
- BALANCE
- REFRESHMENT
- UNIVERSAL LOVE
- RESTORATION
- REASSURANCE
- EQUILIBRIUM
- PEACE
- GROWTH

ORANGE

- PHYSICAL COMFORT
- WARMTH
- SECURITY
- SENSUALITY
- PASSION
- ABUNDANCE
- FUN
- WELCOMING
- CONFIDENT

BLACK

- SOPHISTICATION
- GLAMOUR
- SECURITY
- EMOTIONAL SAFETY
- EFFICIENCY
- SUBSTANCE
- POWER
- ELEGANCE

PINK

- PHYSICAL TRANQUILITY
- NURTURE
- WARMTH
- FEMININITY
- LOVE
- SEXUALITY
- SURVIVAL OF THE SPECIES

YELLOW

- HAPPINESS
- OPTIMISM
- CONFIDENCE
- SELF-ESTEEM
- EXTROVERSION
- EMOTIONAL STRENGTH
- FRIENDLINESS
- CREATIVITY

RED

- PHYSICAL COURAGE
- STRENGTH
- WARMTH
- ENERGY
- ‘FIGHT OR FLIGHT’
- STIMULATION
- MASCULINITY
- EXCITEMENT
- URGENCY

WHITE

- HYGIENE
- STERILITY
- CLARITY
- PURITY
- CLEANNESS
- SIMPLICITY
- SOPHISTICATION
- EFFICIENCY.

the basics of

Colour Theory

THE COLOUR WHEEL

PRIMARY COLOURS

Red, yellow and blue

SECONDARY COLOURS

Green orange and violet

(created by mixing two primary colours)

TERTIARY COLOURS

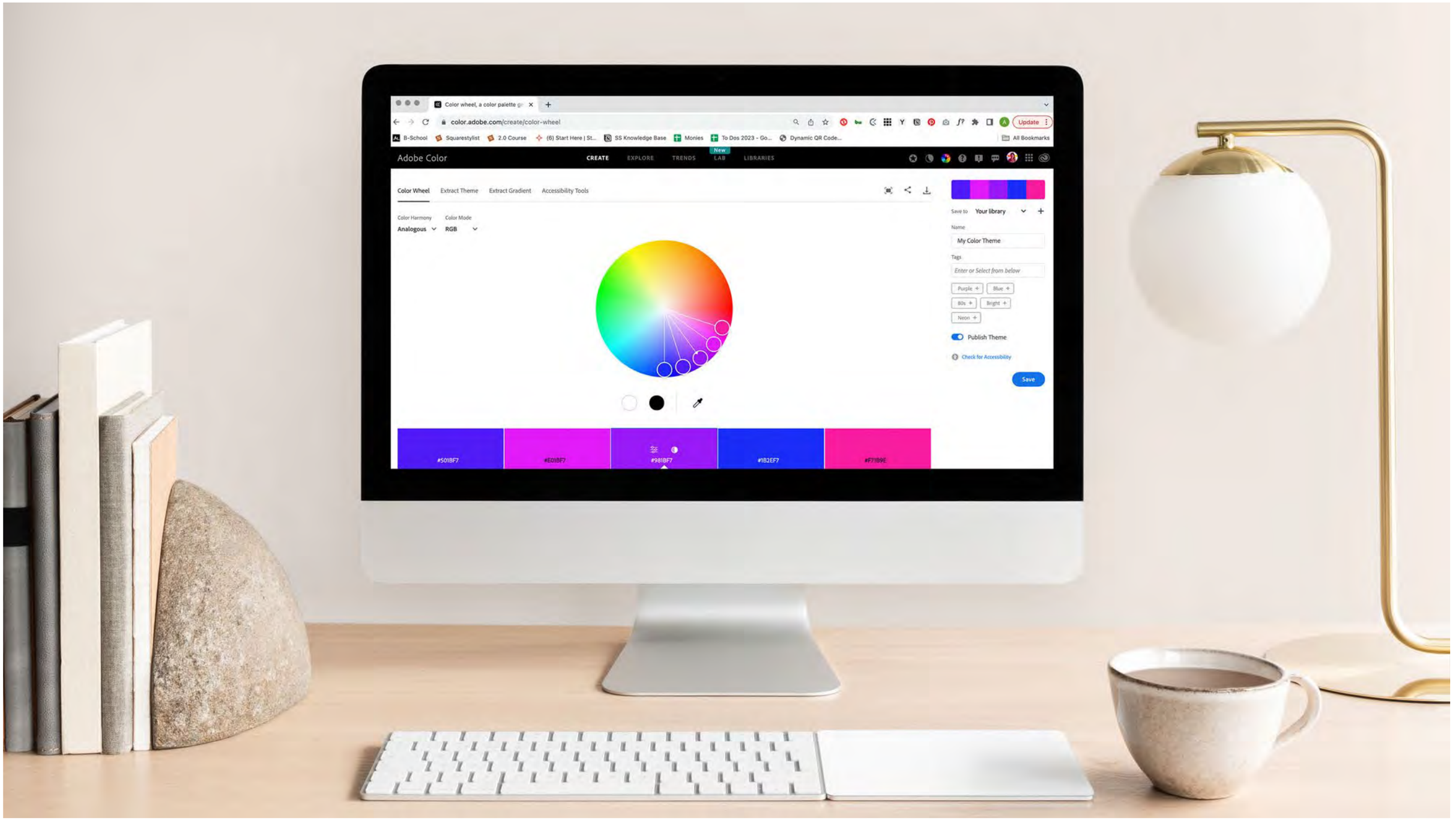
Created by mixing a primary with a secondary colour

How colours work together

COMPLEMENTARY

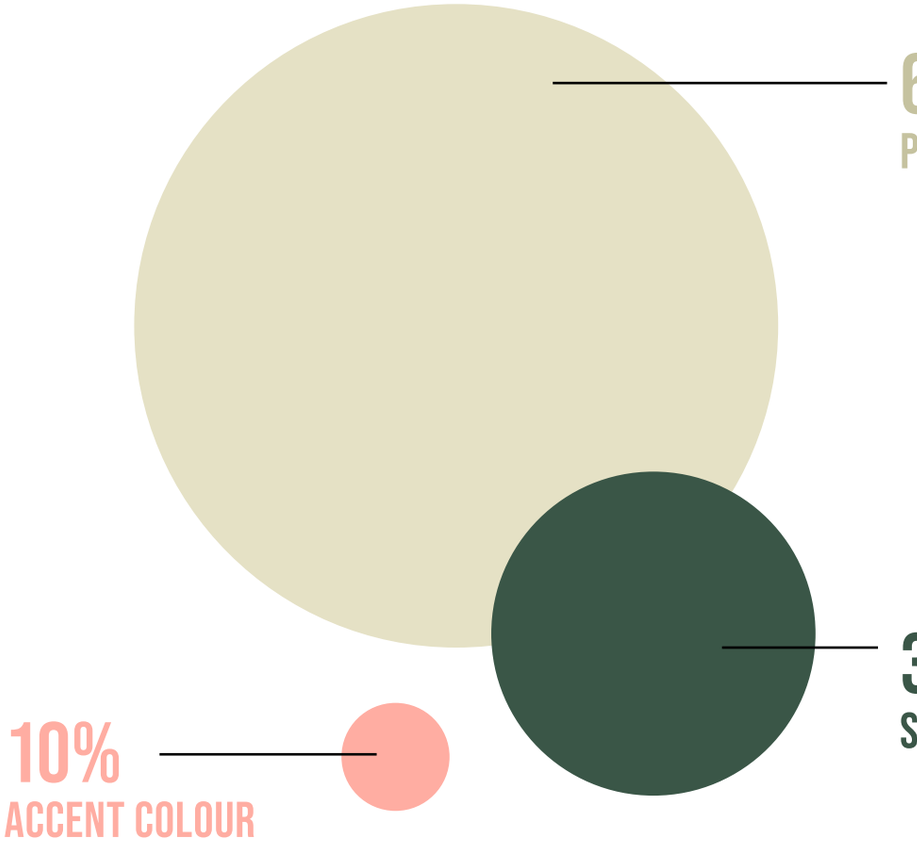
ANALOGOUS

TRIADIC


Color wheel, a color palette gr
color.adobe.com/create/color-wheel
Update
B-School
Squarestylist
2.0 Course
(6) Start Here | St...
SS Knowledge Base
Monies
To Dos 2023 - Go...
Dynamic QR Code...
All Bookmarks
Adobe Color
CREATE
EXPLORE
TRENDS
New
LAB
LIBRARIES
Color Wheel
Extract Theme
Extract Gradient
Accessibility Tools
Color Harmony
Analogous
Color Mode
RGB
Save to
Your library
Name
My Color Theme
Tags
Enter or Select from below
Purple
Blue
80s
Bright
Neon
Publish Theme
Check for Accessibility
Save
#501BF7
#E01BF7
#981BF7
#1B2EF7
#F71B9E

how to

Build your Palette



60%
PRIMARY COLOUR

30%
SECONDARY COLOUR

10%
ACCENT COLOUR

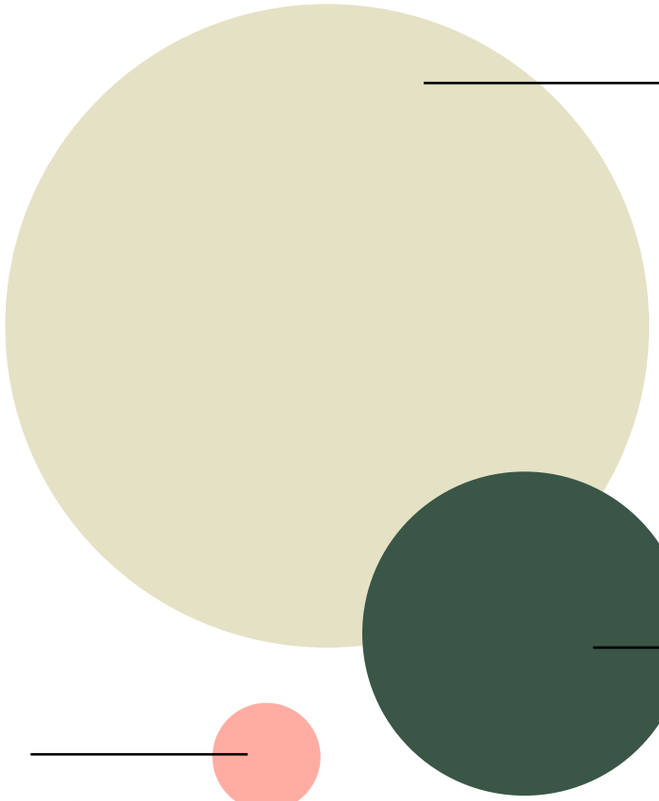
60%
PANTS + JACKET

30%
SHIRT

10%
TIE

how to

Build your Palette



60%
PRIMARY COLOUR

FOR USE ON

» Backgrounds

» Large text areas

(Easiest to work with if this is a neutral colour)

30%
SECONDARY COLOUR

FOR USE ON

» Headlines

» Highlighting or text callouts

10%
ACCENT COLOUR

FOR USE ON

» Call to action areas

» To draw the reader's attention

Sourcing Imagery

ROVE
McMANUS
Awesome Sauce

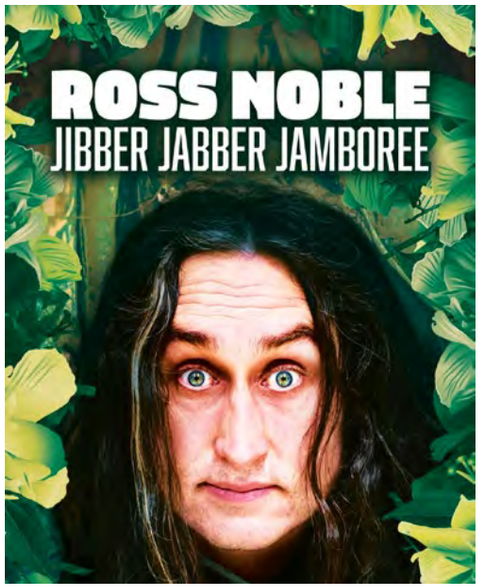
Tattle Tales
Immersive Tarot Storytelling
Saturday 15
Storytellers Distillery @ The Mortlock

THE ALPHABET OF
AWESOME
SCIENCE
A
Z

ROUGE

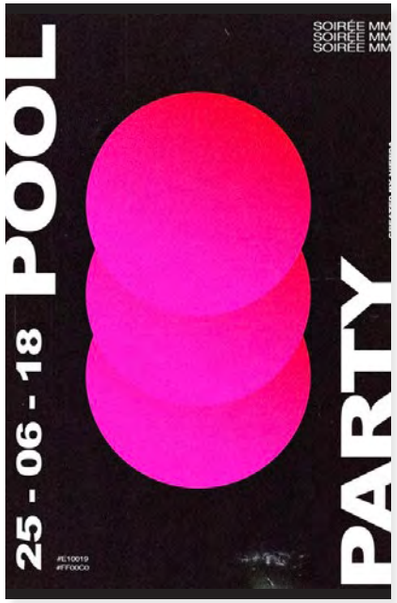
THE REJUVENATORS

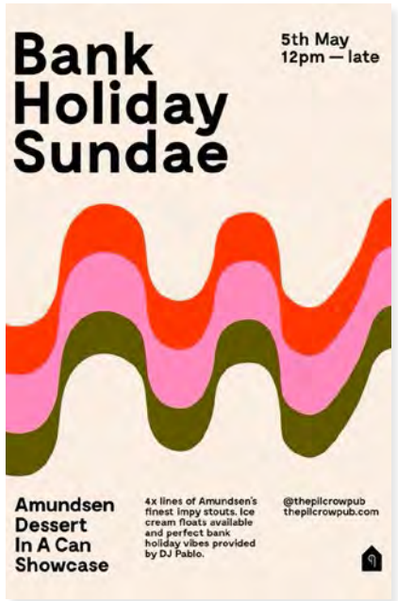
CIRCUS
WONDERLAND
A Neverland Adventure


ROSS NOBLE
JIBBER JABBER JAMBOREE

WEREWOLVES

SHAPE & COLOUR





GRAPHICS & ILLUSTRATION

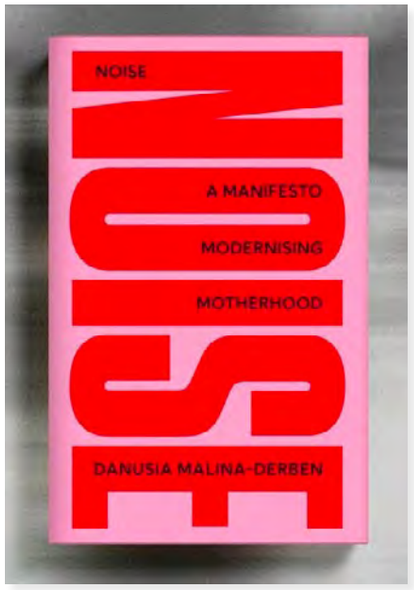
FREEPIK.COM
VECTEEZY.COM
ISTOCKPHOTO.COM
CREATIVEMARKET.COM
STOCK.ADOBE.COM

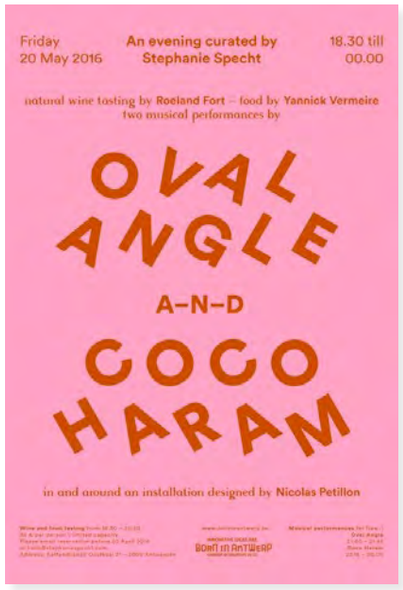
TYPE

Provoke
Public
Dialogue
Through
Contemporary
Art Making
More.

RESP
ONSE
Amman Lab:
Workshop 2011
July 10–24
GSAPP

yo
la
ten-
go
with special guests
the schramms and kustomized
saturday / november 27 1993
at cbgb and omfug
315 bowery at bleecker st / nyc


NOISE
A MANIFESTO
MODERNISING
MOTHERHOOD
DANUSIA MALINA-DERBEN


Friday
20 May 2016
An evening curated by
Stephanie Specht
18.30 till
00.00
natural wine tasting by Roeland Fort – food by Yannick Vermeire
two musical performances by
OVAL
ANGLE
A-N-D
COCO
HARAM
in and around an installation designed by Nicolas Petillon

SA
DIEG
DESIGN
W
K
2020
DESIGN+
ART
COMMUNITY
CRAFT
EDUCATION
ENVIRONMENT
FOOD & DRINK
MUSIC
SPORTS
SUSTAINABILITY
TECHNOLOGY
SEPTEMBER 9-13 | SDDESIGNWEEK.ORG | #SDDESIGNWEEK
Mingei International Museum
intuit

STOCK IMAGERY

PEXELS.COM

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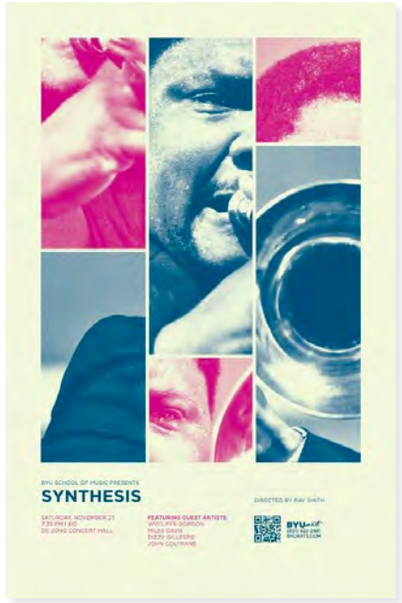
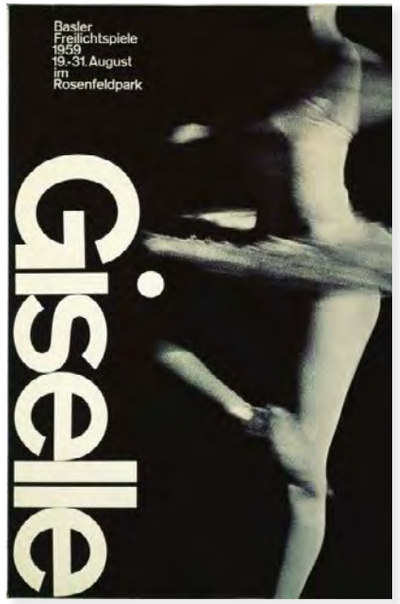
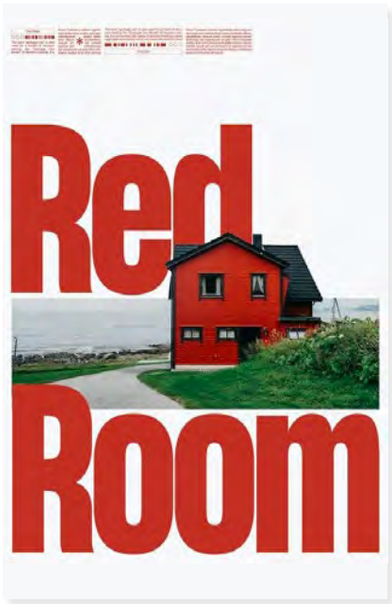
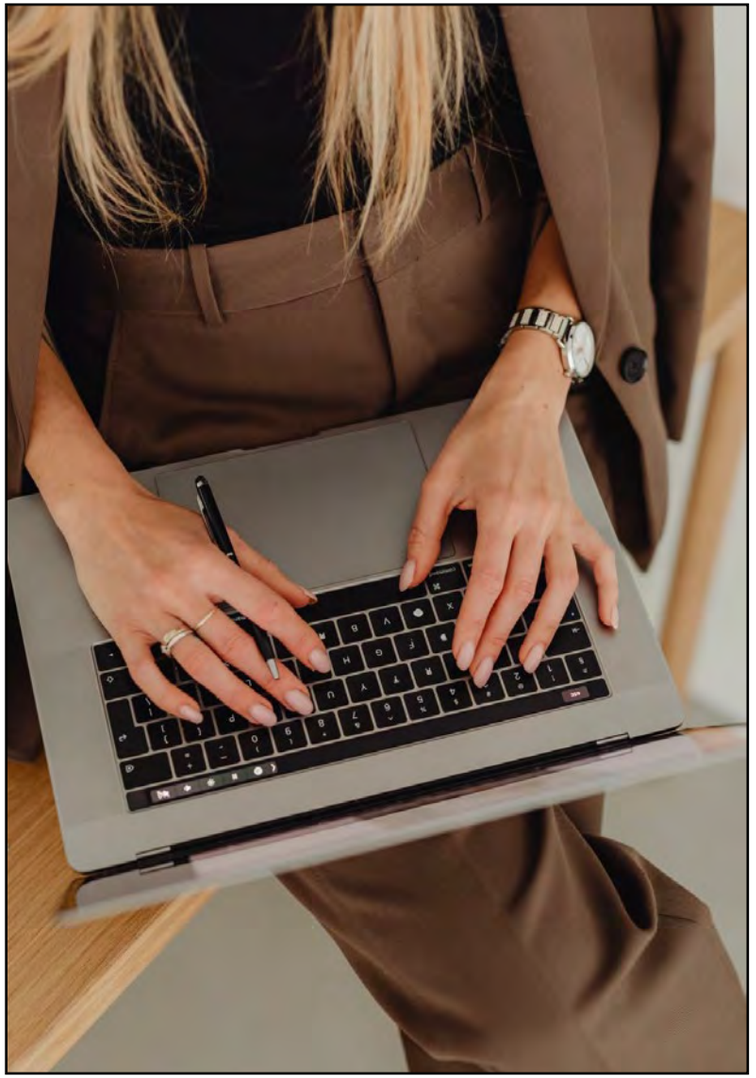






part three

THE PRACTICE



THE BRIEF

NAME: The Green Awakening

TAGLINE: A Climate Coming-of-Age

DATES/TIMES: Tuesday 20 - Saturday 24 February 2024

VENUE: Dive Bar

PRICING: $35 Full Price, $30 Concession, $25 Children

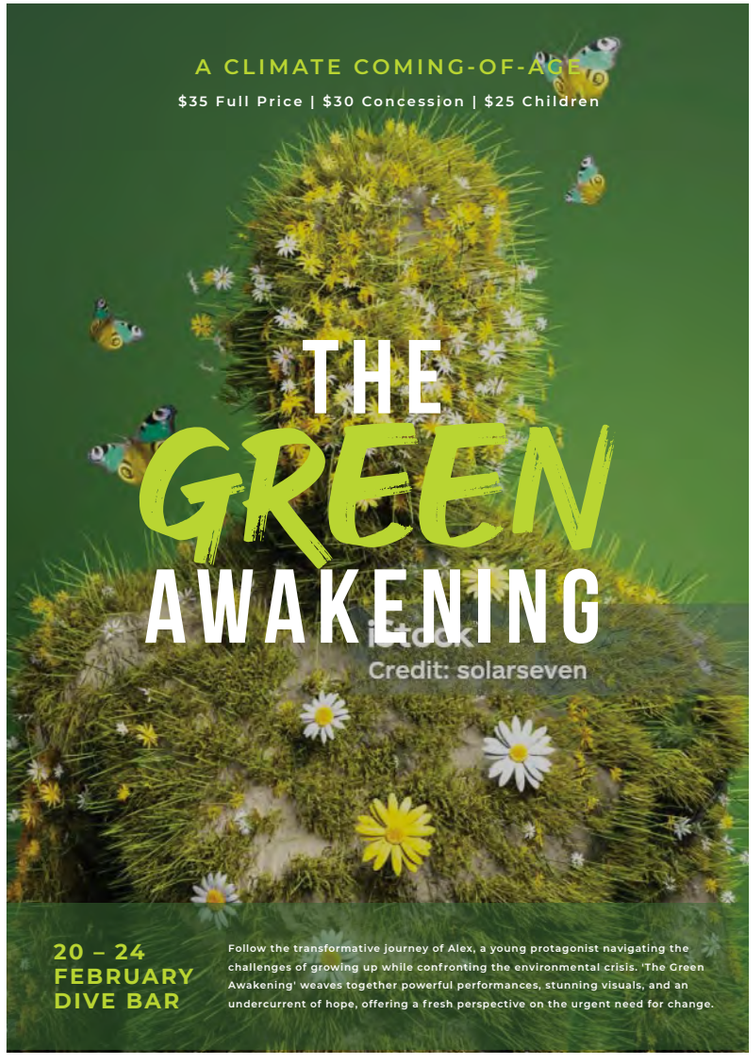
GENRE/THEME: Theatre/climate change/coming to terms with adulthood

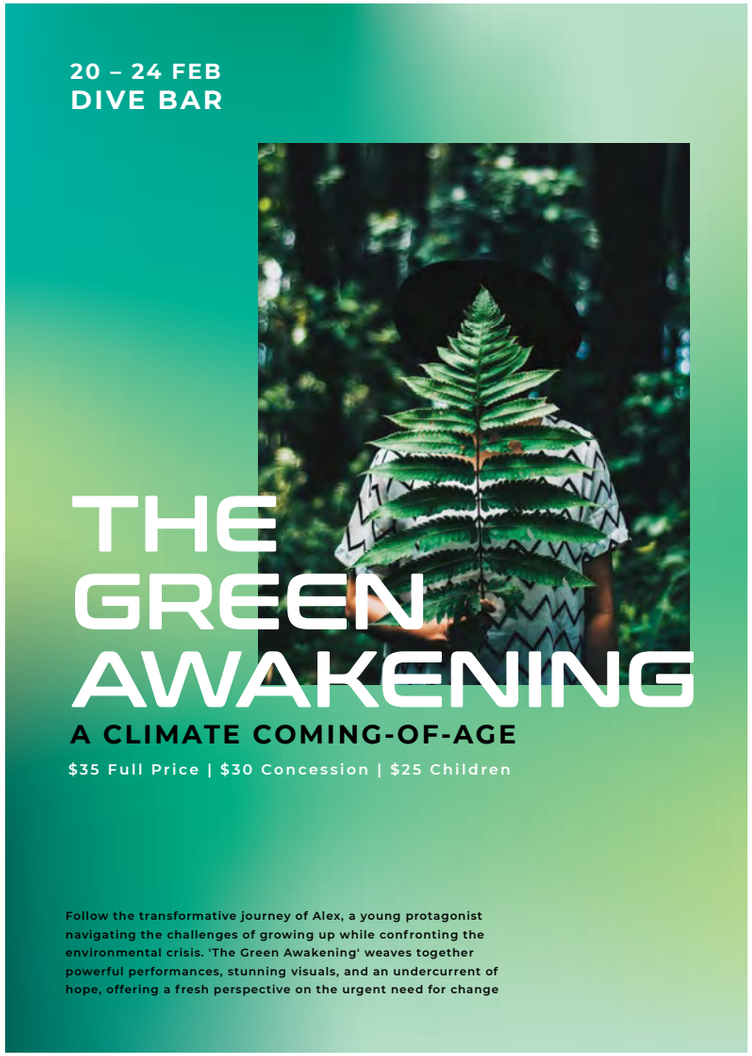
VIBE: Hopeful

DESCRIPTION:
Follow the transformative journey of Alex, a young protagonist navigating the challenges of growing up while confronting the environmental crisis. 'The Green Awakening' weaves together powerful performances, stunning visuals, and an undercurrent of hope, offering a fresh perspective on the urgent need for change.

PLEASE NOTE: *This is a mock event created by the Adelaide Fringe team for our training purposes. However, the information included here provides a great guide for the content you should aim to consider / include when creating your promotional material.*

CLICK ON THE ARTWORK TO WATCH THE STEP-BY-STEP TUTORIAL ON HOW IT WAS CREATED





ALTERNATIVE LAYOUTS FOR THE SAME BRIEF, MAKING USE OF DIFFERENT IMAGE OPTIONS AND FONT STYLES

extra bits

RESOURCES

adjectives

INSPIRATION LIST

Active
Adorable
Adventurous
Ambitious
Artistic
Athletic
Bold
Brave
Calm
Caring
Casual
Charming
Cheerful
Chic
Classic
Clever
Collaborative
Comfortable
Confident
Conservative
Contemporary
Convenient
Cool
Cooperative
Courageous
Creative
Custom
Cutting Edge
Dazzling
Debonair
Delicate
Delightful
Detailed
Determined
Direct
Dramatic
Dynamic
Eager
Earthy
Eccentric
Efficient
Elegant
Enchanting
Endearing
Energetic
Ethereal
Exciting
Exuberant
Fabulous
Familiar
Fashionable
Festive
Fierce
Flirty
Formal
Frank
Fresh
Friendly
Fun
Functional
Funny
Futuristic
Generous
Gentle
Glamorous
Graceful
Hip
Hilarious
Historic
Impactful
Industrial
Informal
Innovative
Inspiring
Intense
Intentional
Inviting
Irreverent
Joyous
Low Maintenance
Lively
Lush
Mature
Modern
Natural
Nifty
Noisy
No-nonsense
Nostalgic
Organic
Plain
Playful
Plucky
Powerful
Professional
Proud
Quaint
Quirky
Radiant
Rebellious
Reflective
Relaxing
Reliable
Retro
Revolutionary
Romantic
Rustic
Scholarly
Secure
Sensitive
Serious
Silly
Sincere
Smart
Soothing
Sophisticated
Stable
Stimulating
Striking
Strong
Stunning
Sustainable
Swanky
Timeless
Tranquil
Trustworthy
Unconventional
Urban
Vintage
Whimsical
Wild
Witty
Wistful
Youthful

fringe promotion

CHEAT SHEET

Required Imagery

print
FRINGE GUIDE IMAGE
800 x 800px
300DPI, 3MB

digital
WEBSITE HERO
1200 x 600px

digital
THUMBNAIL
300 x 300px

Optional Extras

print
A5 POSTER

print
A3 POSTER

Posters must include event details, logos and QR Code

digital
ADDITIONAL WEBSITE IMAGES
1200 x 600

sign up to access

THE CONCRETE CREATIVE TOOLBOX

Creative tools and design resources to help you design a promotion that sells

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ADELAIDE FRINGE